RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #586440	CC:	162601
	SHOSHO BROS.	CC:	
FAX #:	(716) 874-2250		

Displays will be packed by M. Attea.
Brand styles: Doral Lt 100 / Menthol Lt 100 / 100 / Ultra Lt 100
Consumer receives Coupon for .40¢ Off next 2-Pack purchase.
4-Carton Display contains 40 Pack Offers (1 Carton each style)
Retail Distribution Date: Week of 8/31/98
Retail Billing Per Display: 4 Cartons

JACKPOT.DOC

51854 8938

Source: https://www.industrydocuments.ucsf.edu/docs/prxn0000

WHOLESALER : 586440 SHOSHO BROTHERS, INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	397416	STEFFIE'S DELI	1592 ELMWOOD AVE	BUFFALO	NY	14207	1				(716)877-0367
162601	162626	398691	MAYBACKS FOOD	1598 N. FALLS BLV	TONAWANDA	NY	14150	1	NYS			(716)835-0115
162601	162626	544295	SHOP-A-LOT	260 MAIN ST	TONAWANDA	NY	14150	1	NYS			(716)694-6270
162601	162622	561196	HIGHLAND PLAZA SERV	1235 COLVIN BLVD	BUFFALO	NY	14223	5	NYS			(716)877-9545
162601	162629	034038	HORBINSKI'S SUNOCO	2017 GEORGE URBAN	DEPEW	NY	14043	1	NYS			(716)683-6541
162601	162626	765325	BRODIES MOBIL MART	459 DIVISION ST	NORTH TONAWAND	NY	14120	1	NYS			(716)693-8331

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 10

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 10

51854 8939

Source: https://www.industrydocuments.ucsf.edu/docs/prxn0000

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

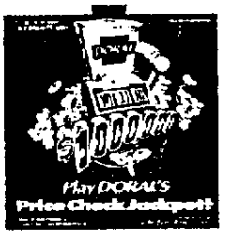
To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.

Easel Card w/Entry Forms



Wobbler

Counter Display
(40 packs per display)

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

51854 8940

*Adhesive numbers and a pricing pen will be included for you to price the materials.

Source: https://www.industrydocuments.ucsf.edu/docs/prxn0000